

Looking for great ideas?

How can you use e-materials in your programs?

We've got answers!

One of the most important tools in health promotion is repetition. Successful health campaigns are built not on momentary buzz, but on clear messages that are repeated over and over.

E-materials can be used on a combination of platforms (web, email, social media) and in conjunction with print materials, to repeat your health messages and to drive them home.

Here are some great examples of ways to reach your audience with e-materials.

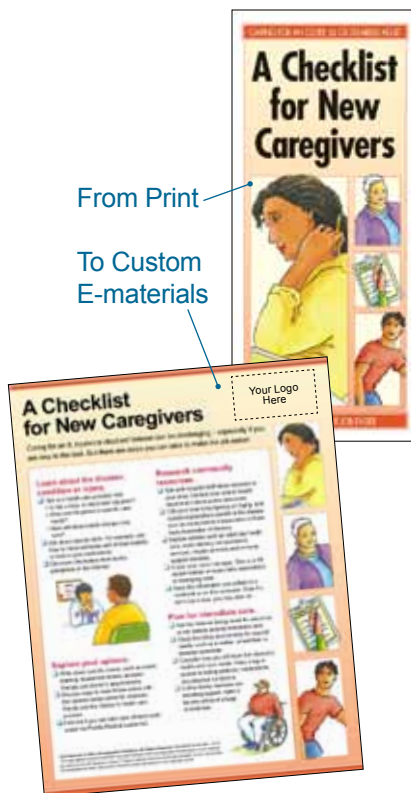
Flu Prevention: Attack the flu season digitally throughout the fall and winter with posts on your website, your Facebook page, and links on Twitter to such popular titles as *Protecting Your Family from Colds and Flu* and our annually updated *Flu Facts: What Everyone Needs to Know*.

Binge Drinking Prevention: Tweet links to *The Dangers of Binge Drinking* and *Alcohol and Energy Drinks* before spring break or graduation. Post *Alcohol Poisoning: Warning Signs and What to Do* in an easy-to-find place on your website.

Tobacco Cessation Programs: In the months leading up to the Great American Smokeout in November post a series of titles on your website such as *The Health Consequences of Smoking*, *Breaking Nicotine Addiction*, and *Quit Smoking Without Gaining Weight*, culminating in *I Won't Smoke Today Because....*

Bullying Prevention: Post our bestselling Internet safety, social networking and cyberbullying titles (including *25 Things Everyone Should Know About Bullying*) on your Facebook page and encourage young people to share them with their peers.

Fitness and Nutrition: Send out monthly emails to your workplace or membership list. With over 100 fitness and nutrition titles to choose from (including *Healthy Snacks for Everyone*, *Junk Food Facts*, and *21 Easy Ways to Add Activity*



Send out, post or print electronic versions of Journeyworks materials!

to Your Day) we can literally provide you with years worth of health content.



Heart Health Promotion: Reach the public and patients with links to our bestselling *10 Ways to Prevent and Control High Blood Pressure* and *8 Ways to Improve Your Cholesterol*.

HIV/STI Prevention: For STI Awareness Month in April, National HIV Testing Day in June, or World AIDS Day in December, feature *How to Insist on Condoms; Needles, HIV and Hepatitis*; or *HIV, STIs and Oral Sex* on your website. Tweet the links of these titles to your clients.

Caregiving Support: Attach our *5 Tips to Avoid Caregiver Burnout* or *50 Things Every Caregiver Should Know* to a newsletter or email update announcing National Family Caregiver Month or National Alzheimer's Disease Awareness Month.

Why e-materials from Journeyworks?

Journeyworks has long been a leading provider of print-based health promotion materials. More than 140 million of our pamphlets have been handed out in clinics and classrooms, at health fairs, and in one-on-one counseling sessions.

To help you take advantage of the Internet and social media, Journeyworks is now pleased to make our content available to you in electronic format. Repeating your messages (ideally multiple times) on multiple platforms will help you ensure that they are heard. Our health content is perfect for websites, all types of social media, e-mail marketing and e-newsletters.

Unlike much of what is found on the Internet, our content has been extensively researched and fact-checked, is designed to be easy to read, and includes colorful, multi-cultural illustrations. Already used in print by thousands of health programs throughout the country, you can trust our content to be proven and reliable.



Your organization Logo or Name Here



We can customize.

All of our print and e-products can be branded with your logo, phone number or hours. You can also arrange to include live links back to your programs, customize text or art to meet your audience needs, and even create adaptations into other languages.

Repetition is the key.

Repetition increases credibility. A very powerful tenet of marketing, whether promoting health or anything else is, “I’ve heard that message before – it must be important.”

Studies show that most people need to hear something three to five times before they believe it, and an eighth of the population needs to hear something more than ten times before they believe it!

E-materials are a cost effective way to bring key health messages to your students, employees, clients or patients – multiple times and over a variety of platforms!

For more information, please give us a call at 1-800-775-1998.